# CALPEEK

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# ELECTION ANALYSIS

Editor's note: As of deadline, there were still several close races around the State where FINAL VOTE counts were incomplete. With that in mind, here is CALPEEK's analysis of the Nov. 3rd election, with the emphasis on Calif...

• CLINTON WINS BIG - CALPEEK sources were right on target in predicting a big win for Pres.-elect Bill Clinton in Calif. And nationwide, it was an electoral college LANDSLIDE for the Arkansas governor and his running mate, U.S. Sen. Al Gore(TN)...

• DEMO SMILES - DNC Chair Ron Brown and CDP Chair Phil Angelides get MUCH credit for putting Clinton in the White House...

• GOP BLUES - CALPEEK sources generally agree that the Republican Party, both in the U.S. and in Calif., is BADLY divided along ideological lines --- with HARDLINE conservatives in tactical control for the time being. Despite spins to the contrary by RNC Chair Richard Bond and CRP Chair Jim Dignan, it was the HARDLINER philosophy and dialogue by the likes of Pat Buchanan which turned traditional conservative & moderate GOP voters off and scared the hell out of Demos and independents. The philosphy of the RELIGIOUS RIGHT was incorporated into both the RNC & CRP platforms, and it caused many Republicans to vote Demo, not only at the top of the ticket, but in house and legislative races as well. So one of the key questions to come out of this election will be whether the Republican Party, both nationally and here in Calif., can find common ground to unite? Some sources doubt it unless ABORTION is taken off the table...

• ABORTION - Although the economy was the KEY issue in this election, in close house & legislative races here in Calif., a candidate's stand on abortion spelled the difference in a number of races, with PRO-Choice candidates usually coming out on top in one-on-one matches. FYI: CARAL was a winner...

• BIG CALIF. LOSER - There's just no doubt who the big loser was: GOP Governor Pete Wilson. Wilson was chair of the CA Bush/Quayle effort; he was the author of Prop. 165, which was REJECTED by voters; he was directly responsible for the loss of of one U.S. Senate seat because he appointed John Seymour instead of a Republican who could have held the seat; and his top priority of winning control of the CA Assembly was set back about 4 years when Republicans not only failed to pick up seats, but actually LOST ground. Assemblyman Bill Jones resigned as GOP Assembly Leader Nov. 4 -- a smart move given the circumstances...

• REAPPORTIONMENT SNAFU - Had Wilson cut a deal with the Demos in 1991, rather than veto the REMAPPING plans which led to court-drawn house & legislative districts, Republicans might have done much better. And remember this: the key reason why hardline GOPers backed Wilson for governor in 1990 was to prevent another Demo gerrymander. Will they support Wilson in 1994??? Don't bet your first born...

• BEST RUN CAMPAIGNS - At the Statewide level, many CALPEEK sources say that despite the loss, Bruce Herschensohn's U.S. Senate campaign was well managed and the campaign forced Demo rival Barbara Boxer to play defense the last 4 weeks. But TOP honors go to the campaign of U.S. Senator-elect Dianne Feinstein. Demo consultant Kam Kuwata did an excellent job in keeping DiFi's campaign on track. DiFi demolished Seymour by a 54.7% to 37.5% margin...

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• BOXER'S LUCK - A majority of CALPEEK sources agree that had it not been for the Demo registration and GOTV effort, combined with Clinton's coattails and DiFi's skirt-tails, Barabara Boxer might have lost this campaign. DiFi gets lots of credit for helping "Ms. Breathless" (Boxer always seems like she's just run a marathon) win this seat in what may be the first of many "Cagney & Lacey" duets...

• UNNECESSARY HIT AWARD - It goes to suspended CDP political director Bob Mulholland for his public disclosure that Bruce Hershensohn purchased adult-oriented magazines and frequented a stip joint in Hollywood. It was a personal attack that should never have happened...

## INITIATIVE ANALYSIS

...No real shockers, except that Gov. Wilson's Prop. 165 got crushed by a 54% NO to 46% YES margin. A big win for the public employee unions, hardliners, and Demos -- a united odd-couple coalition. But the real story here is that had Gov. Wilson stuck to welfare reform ONLY, and had not tried to grab budget power away from the legislature, he could have won the welfare reform fight AND saved at least $1 million, which he could have pumped into GOP Assembly races. Would the extra million have made a difference? YES...

...No surprise at all that Prop. 164, TERM LIMITS on congress, passed overwhelmingly in Calif. and 13 other States. Question: will opponents now focus on a legal battle to overturn these laws? Probably yes, and the U.S. Justice Foundation will enter the fray on the side of term limits...

...The CMA's Prop. 166 health care initiative was defeated, but given the money thrown against it, that's not real surprising. Same thing with Prop. 167, to raise all sorts of State taxes. MONEY on the NO side was enormous. And in a way, that was part of the YES side strategy. The NO on 167 campaign spent about $10 million, and in doing so, the business community wasn't able to put as much in candidate races. Was that part of the YES on 167 strategy? YES. FYI: The CMA's slate promoting Prop. 166 in the Stockton area carried several DEMO house and legislative candidates with ONE exception: 11th C.D. Demo Patti Garamendi, who lost to hardliner Richard Pombo. Why was she omitted?? It was CMA's way of sending Insurance Comm. John Garamendi a message for opposing 166. Interesting...

## HOUSE RACES

...With the exception of GOP freshman U.S. Rep. Frank Riggs in the 1st C.D., ALL incumbent house members won reelection. In the house lineup before reapportionment, Demos held a 26-19 edge. Under the court-drawn remap, GOP sources hoped for at least a 26-26 split or better. That didn't happen and Demos now hold a 31-21 advantage, but there are some close races with absentee ballots still uncounted. Incumbents such as Beilenson, Brown and Lehman were on the GOP hit list, but survived. DCCC Chair Vic Fazio of Sacto also survived, but had to spend a small fortune. The big shockers for the GOP were in OPEN seats...

...The upsets were in the 36th C.D. where Demo attorney Jane Harman beat GOP L.A. Councilwoman Joan Flores; and the 43rd C.D. in Riverside Co. where Demo school teacher Mark Takano upset GOP businessman Ken Calvert. Although CALPEEK didn't follow the 43rd C.D. race that carefully, one week prior to the election sources told CALPEEK that Takano had a good shot at winning because polling showed Takano running AHEAD of Clinton in this area. As for the 36th C.D., Flores was outspent in mail (10 to 3) and Harman had a massive TV buy. Her name ID must be fairly high in L.A. after this campaign. Sources think Flores lost because she got painted with the same HARD-LINER brush that finished off 53rd A.D. conservative Brad Parton...

...If there is a silver lining for the GOP, many sources think several Demos only have temporary LEASES on some of these seats. The list includes Takano, Harman, and 49th C.D. Demo winner Lynn Schenk. Insiders were not especially shocked that Demo San Mateo Co. Sup. Anna Eshoo beat fellow Sup. Tom Huening. The only surprise was that Eshoo mashed Huening with 57%. The only GOP winner in a Demo seat is hardliner Richard Pombo in the 11th C.D...

## STATE SENATE

...No shocks or surprises, but GOP State Sen. Bob Beverly of Long Beach did have a

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scare. Indep. State Sen. Lucy Killea of San Diego was an easy winner (60.7%) over ex GOP State Sen. Jim Ellis. The only shock from the State Senate election week was that Majority Leader Barry Keene plans to resign shortly. The current lineup in terms of players is 22(D), 13(R) and 2(I). There will be 3 specials next year and Bill Dannemeyer is running for the 32nd S.D. seat of Ed Royce(R-Orange Co.), who has won Dannemeyer's old House job...

## STATE ASSEMBLY

...There is just NO DOUBT whatsoever. Demo Assembly Speaker Willie Brown and his team of campaign consultants (Bill Cavala, Mike Galizio and Gale Kaufman, plus others) are very tough to beat when their backs are against the wall - as was the case in 1992. Prior to reapportionment, Assembly Demos held a 47-33 advantage. By all accounts, Demos didn't expect to do better than 43 to 45. In other words, they were expecting to lose a few seats due to court-drawn remapping. After Nov. 3, Demos now hold a 49-31 advantage and the Speaker is all smiles...

...As a result of the slaughter, GOP Assembly Leader Bill Jones resigned. The GOP members who have been mentioned as replacements are former leaders Ross Johnson and Pat Nolan, plus Assemblyman Jim Brulte...

...All Demo incumbents survived the GOP assault, but 3 Republican members were defeated: Tricia Hunter, Dean Andal and Gerald Felando. Hunter not only faced a tough opponent in Julie Bornstein, but had to contend with a GOP write-in from a PRO-Life challenger. Hunter, like Bornstein, is PRO-Choice. Demos had targeted both Hunter and Andal and there were massive registration and GOTV efforts in both races. Mike Machado beat Andal by about 1,000 votes, but there are AV ballots yet to be counted. As for Felando, sources tell CALPEEK that Felando knew he was in trouble in mid summer when a private poll he commissioned showed him 10 pts. down to Demo Betty Karnette. His situation did NOT improve despite many mailings into the 54th A.D. Karnette's spending came late, but was heavy...

...Some of the better "war stories" from this election cycle come from the San Diego area. Wilson-backed moderate Jeff Marston was given a good shot at recapturing the 78th A.D. from Demo freshman Dede Alpert, but Willie's team sunk about $200,000 in TV and more in mail to crush Marston. And Marston, a bachelor, made a blunder when a photo of himself, a woman and 3 kids was mailed to voters. Although it never said Marston was married, that's what the photo implied and Alpert hit back at Marston and his "fake family." Just like Bush hit Clinton on TRUST, Dede did the same thing to Marston --- only it worked...

...Another war story. Hardliner Steve Baldwin was basically a slam dunk to win the 77th A.D. against Demo Tom Connolly. But about a week before the election, allies of Demo Assemblyman Steve Peace, with hits under the direction of Bill Cavala, and with a wink of approval from San Diego area GOP types with links to Gov. Wilson, pumped $150,000 into an AMBUSH. They linked Baldwin to The Rev. Moon and the Unification Church. The ambush worked...

...Another upset occurred in the 53rd A.D. where Demo Debra Bowen beat hardliner Brad Parton. Parton accused Bowen of using Nazi tactics and the hit backfired, causing a number of Republicans to pull their endorsement of Parton. And it didn't help when it was revealed that Parton owed back property taxes. If Baldwin was an upset, so was the loss of hardliner Barbara Keating-Edh of Modesto to school board member Margaret Snyder. Much credit here to B-KE's longtime enemy, Ralph Nader. Bowen, Snyder and Connolly will have to work hard to hold these seats in 1994...

## CITY-COUNTY RACES

- SAN DIEGO MAYOR'S RACE - As CALPEEK went to press, County Sup. Susan Golding was holding a 51.75% to 48.25% lead over UCI professor Peter Navarro, with lots of AV ballots yet to be counted. Most CALPEEK sources agree that when Navarro abandoned his positive game plan to go negative, he became just another politician...

- SAN DIEGO COUNTY - County voters rejected Measure C to increase the number of deputies. It lost by a 48.5% to 51.5% margin. Pam Slater defeated San Diego Councilwoman Judy McCarty for one supervisor post,

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while Diane Jacob defeated Jack Doyle for the other post...

• CARD CLUBS - With the exceptions Inglewood, voters in four other areas REJECTED the establishment of local poker clubs. But the success of Inglewood's Measure E (52% YES) may prompt other cities to put similar measures on the 1993 ballot...

• S.F. SUPES - The big winner in S.F. was Sup. Angela Alioto, who finished first, and thus becomes the Chair of the Board for the next two years. Other incumbents winning another term included Willie Kennedy, Tom Hsieh and Terence Hallinan. Two non-incumbent winners were Sue Bierman and Barbara Kaufman. LOSERS: former Supervisor/sheriff/PD chief/assessor Richard Hongisto, who finished 10th, and incumbent Sup. Jim Gonzalez, who finished 7th...

• L.A. COUNTY - As CALPEEK sources predicted, incumbent Deane Dana beat challenger Gordana Swanson, 56% to 44%. Swanson was the best in a very weak field of Dana challengers. Swanson never really delivered the message of who she was or what she would do if elected. Her message was mostly negative. In the other key race, former Congresswoman Yvonne Burke holds a very narrow lead over State Sen. Diane E. Watson. County voters also rejected Measures B and C, to establish a county CEO and to add 4 more supervisors to the board. More next week when CALPEEK will do its WINNERS & LOSERS, plus more awards. P.S. Consultants - please fax your election night results to (310)657-4340. Stay tuned...

INFORMATION YOU NEED TO KNOW ABOUT CALPEEK. Here is some helpful information about CALPEEK that you may need to known. DEADLINES for news and Marketplace Network are 12 noon each Wednesday. CALPEEK is printed and mailed each Thursday. Our FAX phone is (310)657-4340. CALPEEK does not make refunds on cancellations...

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ASSEMBLYWOMAN EASTIN TO DISCUSS ELECTION. Assemblywoman Delaine Eastin(D-Fremont) will discuss the 1992 election results and will give a preview of the upcoming legislative session, 6-8 p.m., Nov. 12, Velvet Turtle Restaurant, downtown L.A. The dinner is co-hosted by Women In Public Affairs, NWPC-Metro L.A., and Town Hall of Calif. For info/RSVPs, call Anne Louise Rice at (213)236-1877...

GOV. WILSON'S CONFERENCE FOR WOMEN NOV. 19. "A Call To Action" is the name for Gov. Pete ilson's 1st conference for women, Nov. 19 at the Anaheim Marriott Hotel. The conference will run from 8 a.m. to 6 p.m., with Dr. Nancy Snyderman from ABC-TV's "Good Morning America," as the luncheon keynote speaker. The conference is sponsored by the CA Dept. of Commerce, the CA Chamber of Commerce and the U.S. Small Business Administration. Cost is $65. For info and RSVPs, (415)571-8801. The conference will feature issues ranging from health care to politics to business...

CENTURY CABLE'S ROSENDAHL TO BE HONORED. Bill Rosendahl, an executive with L.A.'s Century Cable Television and host of CC's Week In Review show, will be honored at a testimonial dinner Nov. 20, sponsored by AIDS Healthcare Foundation. The dinner will be in the Century Room at the Century Plaza Hotel...

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CALPEEK'S CONSULTANTS DIRECTORY ON SALE. The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is $15 for subscribers and $40 for non-subscribers. CA sales tax included...

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